

**THE IMPACT OF PRODUCT ADVERTISING ON CONSUMER
PERCEPTION OF VARIOUS PRODUCT TYPES**

Honors Thesis (ID 499)

by

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RESEARCH REPORT SUMMARY

Introduction

The purpose of this research project was to collect primary data that measured the impact of product advertising on consumer perception of products. Three products were used for this project, and each had a very unique style of commercial. The Rax commercial focused on action, the Lee Jeans commercial on image, and the Indiana State Lottery commercial centered on awareness. A separate questionnaire was prepared for each product. The objective of this project was to gather primary data from these questionnaires and to test various hypotheses taken out of these questionnaires. Together with the three product questionnaires, a fourth product awareness and usage questionnaire was used to collect background information on the sample population which was made up of ninety-four marketing students.

Report Format and Hypotheses Summary

Secondary research was conducted to study the important elements to be considered and the multi-item scales to be used. This research showed the extreme importance of three areas that became the foundation for the rest of the project. The three areas included how ad attitude influenced brand attitude, brand interest, and purchase intentions. The multi-item scales became extremely important also. The scales were used in the actual questionnaires and proved helpful. One general

questionnaire was made, and from this the three separate questionnaires were compiled. The sample population viewed the various commercials and then answered questions corresponding to the particular brand. Then, the data from these questionnaires were collected and tabulated in a MYSTAT statistical program, and the hypotheses were tested.

Two general hypotheses were the foundation, and additional hypotheses were made from them that corresponded to the individual products. The general hypotheses were: 1. A positive association between brand interest and brand attitude, and 2. A positive association between brand interest and purchase intentions. As previously stated, the three products had separate hypotheses taken from the two general ones.

The Hypotheses

Rax had eight hypotheses which included a positive association between brand interest after watching the commercial compared to: 1. swayed purchase intentions, 2. ranking of commercial, 3. attitude change after watching commercial, 4. brand attitude influenced by competition, and 5. purchase intentions measured by three different adjectives (likely/unlikely, probable/improbable, and possible/impossible). The final hypothesis being that a positive association existed between commercial familiarity and swayed purchase intentions. Of the eight hypotheses tested, only three were non-significant. They were: commercial familiarity compared to swayed purchase intentions, brand interest after

watching compared to brand attitude influenced by competition, and brand interest after watching the commercial compared to attitude change after watching the commercial.

Lee Jeans had five hypotheses. The three significant hypotheses where: the commercial ranking compared to both brand interest after watching and the element of the commercial that interested consumers the least, and brand interest after watching compared to the element of the commercial that interested consumers the most. Two hypotheses were found to be non-significant: brand interest after watching commercial compared to both brand attitude change and swayed purchase intentions.

The final product, the Indiana State Lottery, had six hypotheses of which only a positive association between swayed purchase intentions and brand interest change was significant. The following were non-significant: swayed purchase intentions compared to lottery familiarity, brand interest after watching, and brand attitude change, along with attitude change compared to both brand interest after watching and brand interest change.

This data and data dealing with responses to individual questions were placed into various tables for easy access and quick reference. The results section is divided into response information and hypotheses testing, and within each section is a separate part devoted entirely to

each product and the findings pertaining to them.

SECTION ONE-PRELIMINARY RESEARCH

Introduction

The intention of this research project was to collect primary data that measures the impact of product advertising on consumer perception of various product types. The first step, before collecting the primary data, was to collect secondary research and information that would give insights into this research project. The first section of the report summarizes the major points found in the secondary research. This section is divided into two parts. The first being information from various marketing journal articles, and the second being the article from which the multi-item scales used in this research were taken.

Part One

Outside Research-Attitude Toward the Ad

When beginning a research project dealing with advertisements and how they influence people's product perception, one very important element is attitude toward the ad. Attitude toward the ad, or Aad, is defined as "a predisposition to respond in a favorable or unfavorable way to a particular stimulus during a particular exposure occasion (2)." It is evident that Aad is an extremely important and useful tool for advertisers to use. By looking at Aad, some correlation will exist between a positive or negative attitude and potential purchase intention. By producing an advertisement that creates a positive Aad, researchers are trying to study how this influences brand attitude and purchase intention.

How Aad is Determined

It is evident that Aad is a global concept. Even though Americans are exposed to larger quantities of advertising, people throughout the world react to Aad in basically the same manner. Though it "is a global concept, different ad elements, such as visual versus verbal, can be processed differently (centrally versus peripherally) (3)." The link to how Aad affects purchase intentions is central to this idea. When looking at the Aad, another point becomes important also. Attitude is determined by every part of the ad and not just what the advertiser wants to get across. This can have both positive and negative effects. For example, an

advertisement trying to create a positive image about a product may fail if the public does not have a positive attitude about the characters or jingle in the ad. The general image idea was fine, but other parts of the ad caused the person to look at it negatively. Will this negative ad attitude sway interest in the product or in purchasing it? These are the main ideas that advertisers much consider when deciding on an ad. "There actually are two relatively distinct dimensions of Aad: cognitive and emotional (5)." Cognitive elements include such characteristics as humor and cleverness when making an ad, while emotional elements include feelings from the heart such as love, joy, or sadness.

How Aad Influences Brand Attitude, Interest, and Purchase Intention

There have been many studies conducted that "have examined multi-dimensional measures of Aad based on ad reaction profiles of T.V. ads (2)." As has been previously stated, these studies are done to see if consumer's positive Aad can be transferred to the specific advertised brand. From much of this research, advertisers have come to believe that the

"advertising isn't directed at specific product attributes/benefits. Objective isn't to influence consumer beliefs toward the brand per se (5)."

The effort is directed at creating a favorable Aad on order to leave consumers with positive feelings.

With these positive feelings, advertisers are hopeful that they will carry over into the brand attitude, brand interest, and ultimately purchase intention. Because no matter how much a consumer likes an advertisement, if their brand attitude is not positive, there is no way the individual will purchase that particular brand. One article stated that the "effects of Aad on brand attitude may be mediated by the consumer's processing set during exposure to the ad (3)." In making this point, the author is saying that depending on the consumer's frame of mind at the time of watching the commercial, how much product knowledge the consumer had prior to seeing the ad, and their personality or their individual preference all influence what kind of effect Aad will have on the brand attitude.

As is generally understood, using high quality advertisements is extremely important for low involvement products such as soft drinks, butter, and soap. With low involvement products, people take little time in deciding which brand to purchase. Consumers usually buy the same brand over and over without much decision, thought, or brand comparison. Advertisers want the average consumer to take that split second and think about the brand they are buying. To get these decisions started, advertisers must produce ads that appeal to their target market. The next question that is worthy of consideration is whether the ads are effective in influencing potential buyers. This is crucial because studies have shown that "it can be seen that exposure to advertising will normally

generate minimal message acceptance (6).” If this is the case, what part of a message or even what type of messages are most likely to be accepted by the public.

Along with the inability to generate high levels of message acceptance, “in general, advertising has been found to be rather limited in its ability to form higher order beliefs (6).” This point clearly shows still another negative element involved in advertising. Advertisers must direct their commercials at the audience that is most likely to have their opinions swayed by the advertising. If not having their beliefs totally changed, this audience at least is open to new possibilities. Aad is more effective is when both brands of a product are identical. One journal article stated that “when the brand is essentially equivalent to competitive offerings, a parity product, the Aad approach offers a viable alternative (5).” This sounds very positive when first conceptualized, but after additional thought, it is clear that more often than not, products are usually advertised for their unique abilities and qualities. This then would not apply in a lot of situations.

Thus far, the focus has been on how positive ads influence purchasing intentions and brand interest. When discussing consumer’s negative Aad, the whole frame of thought completely changes. “If an ad produces a negative effect no matter how potentially informative and useful its information, unfavorable reactions to the sponsoring brands are

likely to occur (4)." This is a very important point. When looking at the positive aspects of Aad when the consumer liked the ad, one of two things could occur. Either they liked the ad and in turn had a positive brand attitude, or they liked the ad but their brand attitude was unchanged. A negative Aad is totally different. In this situation, having a negative Aad gives the consumer a negative attitude toward the brand. This area then is also of extreme importance in marketing research.

Aad Research

Much research has been done to determine the effects of Aad. In one study, "results compared between single-item evaluation measures of Aad, and single-item evaluative measures changed over periods of increased or no exposure (2)." A single-item scale of measures seems to be too simplistic to give accurate measures of Aad. The study went on to say that "single-item global evaluation measures may underrepresent the Aad construct (2)." Because of the lack of accuracy that accompanies a single-item scale, most studies recommend using a multi-item scale because it has the potential to provide better solid evidence to advertisers.

One study used an eight point scale for assessment of Aad. The general points for Aad were: positive/negative, favorable/unfavorable, and interesting/uninteresting. The points were further broken down into purchase intentions as likely/unlikely and probable/not probable. Finally,

in the area describing how Aad influenced brand attitude, the following three points were used: like/dislike, favorable/unfavorable, and good/bad. This study had two general conclusions. First, "Aad influences brand attitude through brand cognition." Secondly, ad design "influences how a person will react to the ad and the ultimate brand (3)."

Part Two

Brand Interest and the Multi-item Scale

The next area of this research report deals with brand attitude and brand interest, and how the multi-item scales were decided upon. A study entitled: "What is the Effect of Attitude Toward the Ad when the Consumer is Familiar with the Brand", was the foundation from which the idea of studying brand interest came. This article, written by Karen A. Machleit and Robert J. Kent both from the University of Cincinnati, dealt with how consumer's Aad are influenced when they are familiar with the brand. I became interest in the idea of brand interest when I read the discussion section at the end of this report. This stated that further research is needed in this area, and one good place to start is in the development of a multi-item scale to measure brand interest.

Using Multi-item Scales

Instead of developing a multi-item scale of my own, I decided to take an already existing scale and put it into use to see how brand interest influenced brand attitude and ultimately a consumer's purchase intentions. Karen Machleit and Chris Allen of the University of Cincinnati, and Thomas Madden of the University of South Carolina developed a multi-item scale and presented it in their report entitled "Measuring and Modeling Brand Interest as an Alternative Aad Effect with Familiar Brands". I took the scales used in their report as the foundation of scales

for my research. I wanted to put the multi-item scale into effect. This report, in itself, made many unique points.

Brand Interest

When dealing with brand interest, this report stated that "brand interest is not a cognitive evaluation of the brand." It went on to say that "brand interest may be viewed as a 'pre-attitudinal construct' (1)." This research report makes it clear that brand interest is important when looking at how Aad affects brand attitude and ultimate purchase intentions. An important part now to be considered is how brand interest influences brand attitude. This study stated that "brand interest is modeled as directly affecting brand attitude and acting as a mediator between Aad and attitude toward the brand (1)." Much evidence has shown that the relationship between Aad and brand attitude is only of real importance for unfamiliar brands. If this is the case, can the same be said of brand interest? The article goes on to state that "structural equation modeling suggests that affecting brand interest may be a meaningful advertising objective for familiar brands (1)."

Aad Influences Brand Interest and Attitude

This definitely changes the perspective of this whole topic. On one hand, a relationship between Aad and brand attitude exists for unfamiliar brands, but brand interest can be affected when a brand is familiar. In general terms, Aad influences both brand interest and brand attitude from

two completely different perspectives. Brand interest becomes an important element because some level of interest is needed before a consumer can form an attitude. Without interest in a brand, the thought process to form an attitude is cut off, and the advertiser's ultimate goal of selling the product can never be met. How then do advertisers expect to change brand attitude from familiar brands when it has been proven that Aad can only have a major impact on brand attitude for unfamiliar brands? This is where brand interest plays a significant role. The article states that for "familiar brands, generating a level of brand interest through advertising that is high enough to lead to a 're-trial' may be the most effective means of attitude change, and thus a primary objective for the advertiser (1)."

As I have previously stated, the intention of this research project is to collect primary data that measures the impact of product advertising on consumer perception of various product types. When looking at this, the idea of how Aad affects brand interest and brand attitude will be considered and explored in more detail.

SECTION TWO-METHODOLOGY

Introduction

After exploring much information about many aspects of advertising and how it applies to marketing research, my next task was to design a questionnaire and have the test group evaluate various advertisements for three familiar products. Section two of this report discussed the procedures for preparing my questionnaire, the target test group used, the actual format for collecting the data.

Questionnaire Format and Design

Preparing a questionnaire that covers all important areas by asking solid usable questions is a task that can prove rather challenging. After collecting secondary data, I knew the general topics to be covered in my study: Aad, brand interest, and brand attitude. The next important task was creating questions that would provide quality data. To get specific answers, I decided to incorporate three advertisements for three products that are all rather common in today's market place. The Hoosier Lottery ad focused on awareness, Lee Jeans concentrated on image, and the Rax ad dealt with persuasion to buy. Of these three ads, each ad had a different aspect of the AIDA model as its central theme. Again, they included: awareness, image, and action. With these three ads, my goal was to make three individual questionnaires and incorporate the same basic question.

Divisions of Questionnaire

The questionnaires were divided into three main sections: Aad, brand interest, and brand attitude. The purpose of using the same questions was to see how individual reactions differed overall between the ads of different parts of the AIDA model. Were people more likely to hold the product in higher regard when they had just watched the image ad, or were they more likely to want to purchase the product after having watched the action ad? These questions and many others made me chose three different ads with diverse themes. One general questionnaire was written that used a scales of values and a general format. From this, questions were taken and placed in the questionnaires of the three products.

The Multi-item Scales Used

The general multi-item scales used in each section are as follows. When dealing with brand interest for positive measures they included good, cheerful, pleased, stimulated, and soothed. The negative effects were insulted, irritated, and repulsed. Brand interest was then measured with the scale measures including: pleasant/unpleasant, likable/unlikable, interesting/boring, tasteful/tasteless, artful/artless, and good/bad. Brand attitude was measured by the three items good/bad, favorable/unfavorable, and excellent/poor. Finally, purchase intention was measured by the items likely/unlikely, probable/improbable, and

possible/impossible. All items used to measure responses were taken from the report "Measuring and Modeling Brand Interest as an Alternative Aad Effect with Familiar Brands"

Sample Population

The sample population chosen for this study was college students. This population can be more accurately described as junior or senior marketing majors or minors who were divided into three different sections based on class meeting time. The sample population was not aware of the type of products or the ads they would be watching. To get general product awareness, the students were asked to first answer seven questions dealing with their thoughts about fast food, blue jeans, and lotteries. This preliminary product awareness information was intended to provide information about the sample population's purchasing habits and lifestyles. Since the population was entirely composed of students with many of the same demographic characteristics, these questions were to help show the diversity of the population.

The initial product awareness survey gave the consumers their first ideas about what the whole research project would be focusing on. After completing the awareness section, the sample population was told the procedures for the other three parts of the data collection. After each ad was shown to the consumers twice, they filled out the questionnaire that pertained to the commercial they had just watched. The next commercial

was not started until all of the questionnaires from the previous ad were collected. The ads were shown in reverse order to the AIDA model format. Here, action (Rax) came first, then image (Lee Jeans), and lastly awareness (Hoosier Lottery). In total, ninety-three students made up the sample population for this research, and each student completed four separate questionnaires.

Data Collection Format

The format for collecting the data was very straight forward and easy to follow. No time constraints were placed on the students, and each individual was asked to keep their responses confidential. After the data were collected, the results of each individual section were entered into the MYSTAT statistical software program. MYSTAT takes imputed data and outputs a variety of statistical results. Each of the four questionnaires was placed individually into a separate file, and in each file, the answers to each question were summarized in terms of percentage responses and average ratings.

SECTION THREE-HYPOTHESES

Research Model

When beginning this in-depth study, I was not focused on one point that was to be my central hypothesis. The area of advertising as it applies to marketing research is immense. I learned a lot from my outside research that helped to narrow down my ideas so that my primary research was being conducted in a logical area that needed further research. I found that Aad is a very important element of all research that deals with advertising. Though Aad has been the main factor of importance throughout the various articles discussed in this section, brand attitude and purchase intention also play an important role in this research area. Aad influences brand attitude which in turn influences purchase intentions. This three part model seems very clear cut, but one important part of the model is missing. In the AIDA model, interest in the brand of the product is essential. Without some level of interest, desire for the product and the ultimate purchase of the brand is nonexistent. Therefore, brand interest becomes an important part of this model. Instead of going from Aad straight to brand attitude and then to purchase intention, brand interest is logically placed in the middle. The model for my research project is now completed.

Research Model

Aad

Brand Interest

Purchase Intentions

Brand Attitude

Research Hypotheses

After examining the outside research and creating a working model to use, the next step is to state the the hypotheses that will be studied in this research report. The ultimate goal of the research is to test these hypotheses to determine if they are significant or non-significant. The two general hypotheses are as follows:

- A. There is a positive association between brand interest and brand attitude.
- B. There is a positive association between brand interest and purchase intentions.

For all four questionnaires, these two hypotheses were used as the foundation variables to test various aspects of the hypotheses relevant to the individual questionnaires. For each product, the two hypotheses were divided into more specific hypotheses that are only pertinent to the product on reference. Each of the following hypotheses is related to one of the general hypotheses above. To clearly present this relationship, the letter corresponding to the appropriate hypotheses is given before each hypothesis.

Rax Hypotheses

- 1. (B) Positive association between Rax commercial familiarity and swayed purchase intentions
- 2. (A) Positive association between ranking of commercial and brand

interest after watching commercial.

3. (A) Positive association between brand interest after watching commercial and attitude change after watching commercial.
4. (A) Positive association between brand interest after watching commercial and brand attitude influenced by competition.
5. (B) Positive association between brand interest after watching commercial and swayed purchase intentions.
6. (B) Positive association between brand interest after watching commercial and purchase intentions having seen commercial for the first time.

Lee Jeans Hypotheses

1. (A) Positive association between ranking of commercial and element of ad that interests least.
2. (A) Positive association between ranking of commercial and brand interest after watching commercial.
3. (A) Positive association between brand interest after watching commercial and element of ad that interest most.
4. (A) Positive association between brand interest after watching commercial and brand attitude change.
5. (B) Positive association between brand interest after watching commercial and swayed purchase intentions.

Indiana State Lottery Hypotheses

1. (B) Positive association between lottery familiarity and swayed purchase intentions.
2. (A) Positive association between brand interest before watching commercial and brand attitude before watching.
3. (A) Positive association between type of interest after watching commercial and brand attitude change after watching commercial.
4. (B) Positive association between type of interest after watching watching and swayed purchase intentions.
5. (A) Positive association between changed brand interest and brand attitude after watching commercial.
6. (B) Positive association between changed brand interest and swayed purchase intention.
7. (B) Positive association between brand attitude after watching commercial and swayed purchase intentions.

SECTION FOUR-RESULTS

This section of the research project deals with the data from the questionnaires and interpreting the results.

Part One

Description of Results

The first part of the results includes tables describing the samples responses to the various questions in the four questionnaires. This part is divided by individual questionnaires and products.

Product Awareness

Table number one in this part is a tabulation of the results found in the product awareness questionnaire. The purpose of the product awareness questionnaire was to collect data about the sample population's general product knowledge.

Table 1
Product Usage Before Exposure to Advertisements
94 Marketing Students
June 1990

Statement	Percentage Response
Number of Meals Eaten Outside the Home Per Week	
1-2	41
3-4	37
5-6	13
7 or more	9
Total	100
Number of Meals Eaten At Fast Food Chains Per Week	
1-2	60
3-4	29
5-6	10
7 or more	1
Total	100
Frequency of Lottery Ticket Purchases	
Never	50
Once each month	39
Every other week	7
Once each week	4
Total	100
Days Per Week Jeans are Worn	
5-6	39
3-4	33
2 days	11
Daily	11
1 day	6
Total	100

Rax

This part includes a description of the results of the Rax questionnaire, and is composed of tables 2-9. The purpose of this questionnaire was to collect data that dealt with the samples perception of this product and the advertising for it. This is further divided into three categories.

1. Aad: tables 2-4
2. Brand Interest: tables 5-6
3. Brand Attitude: tables 7-9

Table 2
Familiarity of Rax Commercial
94 Marketing Students
June 1990

Response	Percentage Response
No	74
Yes	26
Total	100

Table 3
Average Rating of Elements for Characteristics in Rax Commercial
94 Marketing Students
June 1990

Characteristics	Average Rating	
	**A	**B
Dialogue	2.699	2.774
Characters	2.574	2.670
Copy	2.467	2.622
Style of Commercial	2.351	2.330
Product Type	2.138	2.106
Music	2.021	2.128
Visuals	2.011	2.043
**Computed on a likert scale from 1 to 5 where:		
	A= Likable/Unlikable	
	B= Good/Bad	

Table 4
Rank of Rax Commercial Compared to Commercials for Other Fast Food Brands
94 Marketing Students
June 1990

**Ranking Response	Percentage Response
3	21
6	15
7	14
4	13
2	11
5	11
8	8
1	1
Total	100

**Computed on a likert scale from 1 to 10 where 1=Good to 10=Bad .

Table 5
 Type of Interest After Watching Rax Commercial
 94 Marketing Students
 June 1990

**Ranking Response	Percentage Response
3	41
2	36
4	15
1	6
5	2
Total	100

**Computed where 1=positive interest to 5=negative interest

Table 6
Rax Ad Responses for Brand Interest
94 Marketing Students
June 1990

Statements	Percentage Response
Adjectives that Describe Positive Brand Interest	
Cheerful	40
Good	24
Stimulated	17
Pleasant	13
Soothed	6
Total	100
Aspects of Brand that Interested the Most	
Type of Product	32
Reputation of Competition	28
Quality	25
Cost	8
Producer	7
Total	100

Table 7
Attitude Change Ranking for Rax Brand
94 Marketing Students
June 1990

**Ranking	Percentage Response
1	52
3	26
2	17
4	5
Total	100

**Computed where 1=Unchanged to 5=changed

Table 8
Results of Brand Attitude for Rax Ad
94 Marketing Students
June 1990

Statement	Percentage Response
Brand Attitude for Product Influenced by Competition	
No	45
Yes	36
Undecided	19
Total	100
Purchase Intentions Swayed by Ad	
No	69
Undecided	18
Yes	13
Total	100

Table 9
Average Rating of Responses for Rax Purchase Intentions
94 Marketing Students
June 1990

Response	**Average Rating
Purchase Product Having Never Seen Ad	
Likely/Unlikely	2.478
Probable/Improbable	2.471
Possible/Impossible	2.167
Purchase Product Having Seen Ad for First Time	
Likely/Unlikely	2.714
Probable/Improbable	2.674
Possible/Impossible	2.396

**Computed where: 1= Likely, Probable, and Possible to
5= Unlikely, Improbable, and Impossible

Lee Jeans

This part is a description of the result taken from the Lee Jean questionnaire. The tables 10-13 summarize the sample's responses to the various questions in this questionnaire. This is also divided into the three categories of Aad: table 10, Brand Interest: table 11, and Brand Attitude: tables 12-13.

Table 10
Average Rating of Elements for Characteristics in Lee Jeans Ad
94 Marketing Students
June 1990

Characteristics	Average Rating					
	*A	*B	*C	*D	*E	*F
Product	2.149	2.667	2.277	2.426	2.128	2.266
Copy	1.968	2.312	2.118	2.022	2.032	2.118
Style of Commercial	1.892	1.915	2.000	1.681	2.000	1.872
Visuals	1.806	2.065	2.022	1.828	1.947	1.968
Dialogue	1.796	2.064	1.989	1.723	1.819	1.904
Music	1.713	1.926	1.926	1.660	1.947	1.798
Characters	1.606	2.011	1.830	1.511	1.883	1.702

*Computed on a scale from 1 to 5 where:

A= Likable/Unlikable

B= Artful/Artless

C= Good/Bad

D= Interesting/Uninteresting

E= Tasteful/Tasteless

F= Pleasant/Unpleasant

Table 11
How Interest in Jeans was Changed by Commercial
94 Marketing Students
June 1990

Interest Level	Percentage Response
Unchanged	82
More Interested	11
Less Interested	7
Total	100

Table 12
Average Rating for Attitude Characteristics
94 Marketing Students
June 1990

Characteristics	Average Rating		
	**A	**B	**C
Overall Attitude	2.188	2.273	3.160
Quality	2.457	2.418	3.128
Price	2.457	2.405	3.167
Rating Compared to Competition	2.741	2.810	3.026

**Computed on a scale from 1 to 5 where: A= Good/Bad
B= Favorable/Unfavorable
C= Poor/Excellent

Table 13
Respondents Swayed by Purchase Intentions for Lee Jeans
94 Marketing Students
June 1990

Response	Percentage Response
No	82
Undecided	10
Yes	8
Total	100

Indiana State Lottery

Tables 14-19 include a descriptions of the results of the Indiana State Lottery questionnaire. The purpose of the questionnaire was to collect data that dealt with the sample's perception of this product and the advertising for it. This is further divided into three categories.

1. Aad: tables 14-15
2. Brand Interest: table 16
3. Brand Attitude: tables 17-19

Table 14
Familiarity with Lottery Commercial
94 Marketing Students
June 1990

Response	Percentage Response
Yes	95
No	5
Total	100

Table 15
Average Rating for Elements of Characteristics in Indiana State Lottery
94 Marketing Students
June 1990

Characteristics	Average Rating	
	**A	**B
Dialogue	2.585	2.543
Copy	2.543	2.564
Product	2.309	2.277
Characters	2.277	2.277
Visuals	2.202	2.223
Style of Commercial	2.181	2.213
Music	1.947	1.957

**Computed on a scale from 1 to 5 where A= Interesting/Boring
B= Good/Bad

Table 16
 Positive or Negative Brand Interest for Indiana Lottery
 94 Marketing Students
 June 1990

Statement	**Interest					Total	Average Rating
	1	2	3	4	5		
Interest before	27	24	29	12	10	100	2.404
Interest after	33	27	20	8	12	100	2.394

**Computed where 1=Positive Interest to
 5=Negative Interest

Table 17
 Attitude Change After Watching Lottery Commercial
 94 Marketing Students
 June 1990

**Attitude Change	Percentage Response
1	51
2	18
3	17
4	10
5	4
Total	100

***Computed where 1=No Change to 5=Change

Table 18
Interest in the Indiana State Lottery
94 Marketing Students
June 1990

Statement	Percentage Response
Interest in Lottery Changed by Commercial	
Unchanged	77
More Interested	19
Less Interested	4
Total	100
Purchase Intentions Swayed by Commercial	
No	74
Yes	17
Undecided	9
Total	100

Table 19
Average Rating for Purchase Intentions for Lottery
94 Marketing Students
June 1990

Response	**Average Rating
Never Having Seen the Ad	
Likely/Unlikely	2.745
Probably/Improbable	2.691
Possible/Impossible	2.468
Having Seen the Ad for the First Time	
Likely/Unlikely	2.734
Probable/Improbable	2.681
Possible/Impossible	2.436

***Computed where: 1=Likely, Probable, and Possible to
5= Unlikely, Improbable, and Impossible

Part Two

Testing the Hypotheses

This area of the report is by far the most important. This part focuses on the hypotheses and whether they are significant or non-significant. To find the significant correlation coefficients, a 95% confidence level was used. This means that any hypothesis with a correlation coefficient of greater than or equal to .173 was consider significant, and anything less than was non-significant.

As was previously stated, the two general hypotheses were the foundation for the hypotheses of the three individual products. The relevant hypotheses for each of the three questionnaires where tested and the result are divided into three individual tables, one for each product. The idea of brand interest, brand attitude, and purchase intentions were the central points of all hypotheses tested.

Rax Significant Hypotheses

Table 20 shows the significant hypotheses tested for the Rax questionnaire. Eight hypotheses were tested in all, and of these, five were found to be significant. These included: brand interest after watching commercial as compared to swayed purchase intentions, ranking of commercial, and purchase intentions using the adjectives likely/unlikely, probable/improbable, and possible/impossible.

Table 20
 Rax Significant Hypotheses
 Correlation Coefficients
 94 Marketing Students
 June 1990

	Commercial Familiarity	Brand Interest After Watching Commercial
Swayed Purchase Intentions	.101 (n/s)	.351
Ranking of Commercial		.717
Attitude Change After Watching		.011 (n/s)
Brand Attitude Influenced by Competition		.092 (n/s)
Purchase Intentions Having Seen Commercial For First Time When:		
Likely/Unlikely		.287
Probable/Improbable		.348
Possible/Impossible		.421
Significant at .05 level or less		

Lee Jeans Significant Hypotheses

Table 21 shows the significant hypotheses for the hypotheses tested in the Lee Jeans questionnaire. Five hypotheses were tested for Lee, and three were significant. They were: ranking of commercial compared to element that interests least, brand interest after watching commercial compared to element that interest most, and ranking of commercial compared to brand interest after watching commercial.

Table 21
 Lee Jeans Significant Hypotheses
 Correlation Coefficients
 94 Marketing Students
 June 1990

	Ranking of Commercial	Brand Interest After Watching
Element that Interests Least	.203	
Brand Interest After Watching	.514	
Element that Interests Most		.203
Brand Attitude Change After Watching		-.268 (n/s)
Swayed Purchase Intention		.087 (n/s)
Significant at .05 level or less		

Indiana State Lottery Significant Hypotheses

The final table, number 22, is the significant hypotheses for the Indiana State Lottery. Seven Lottery hypotheses were tested, and one was found to be significant. This was brand interest change compared to swayed purchase intentions.

Table 22
 Indiana State Lottery Significant Hypotheses
 Correlation Coefficients
 94 Marketing Students
 June 1990

	Swayed Purchase Intentions	Brand Attitude Change
Lottery Familiarity	.041 (n/s)	
Brand Interest After Watching	.131 (n/s)	-.121 (n/s)
Brand Interest Change	.513	-.312 (n/s)
Brand Attitude Change	-.287 (n/s)	
Significant at .05 level or less		

SECTION FIVE-CONCLUSIONS

The purpose of this research project was to collect primary data that measured the impact of product advertising on consumer perception of products. This was done by collecting primary data from which various hypotheses were tested. Aad, brand attitude, brand interest, and purchase intentions were the main points of importance throughout this project.

The same basic questions were asked about each of the commercials to see if different aspects of the AIDA model caused different reactions to the hypotheses. One major area looked at was the association between brand interest and purchase intentions. If there is a positive brand interest will this lead to a positive purchase intentions? When looking at various examples of this question seen in the hypotheses of the various products, no standard existed. The hypothesis was significant for Rax and Indiana State Lottery but non-significant for the Lee Jean's hypothesis. When looking at the positive relationship between brand interest and brand attitude, all hypotheses relating to this statement were non-significant. When looking at conclusions drawn from these previous points, the finding was surprising that brand attitude and brand interest were not significant.

The significant relationship that existed between brand interest and purchase intention was positive in all occasions except in the Lee Jeans hypotheses. It seem then to be important to instill a positive brand

interest in a product which could lead to positive purchase intentions.

The questions to be answered then are to what degree does brand interest influence purchase intentions? At what level does this positive brand interest actually effect purchase? These and many other questions dealing with brand interest and purchase intentions are important and need to be considered.

The next step in this research if it were to progress to the next level would be to study only the topic of how brand interest influences purchase intentions. This seems to be an important area to research since the ultimate goal of advertising is naturally higher profits through increased consumer buying.

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